



# **Entrepreneurship Development and Innovation Institute**

**Academic Innovation and Entrepreneurship Development Programme Hub**

## **Annamalai University**

**Three Days Faculty Development Programme**

**23.03.2022 to 25.03.2022**

**Venue :** Science Hi Tech Hall , Annamalai University

## **Report**

**PROMOTIONAL ACTIVITIES ON ENTREPRENURSHIP**

Dr.K.Krishnasamy  
Hub Coordinator  
AIEDP Hub – EDII  
Annamalai University

Three Days Faculty Development Programme

Venue: Science Hi Tech Hall, Annamalai University

Date : **23.03.2022 to 25.03.2022**

Three Days Faculty Development Programme was held at Science Hi Tech Hall, Annamalai University from 23.03.2022 to 25.03.2022 In this Programme 40 Faculty Members 40 from Spoke Colleges were participated.

Resource persons Details

Mr.A.Adarsh Mittal

Master Trainer – EDII Chennai

**The Following Content of the Programme were covered in this programme**

Basic concept of entrepreneur # Entrepreneurship scope, definition, need and importance # Some theories of entrepreneurship # Myths about the entrepreneurship # How entrepreneurship evolved # Characteristics and factors affecting entrepreneurship # Motivational factors of an entrepreneur # Entrepreneurship in India Various types of Entrepreneurship # Start-up case study # Team setup for the students # Basics of creativity and its barriers # Principles of innovation # Skills Traits and qualities of an entrepreneur # Decision making and problem solving Various competencies of an entrepreneur # Entrepreneurship culture, values, ethics and attitudes # Essential tasks to start a start-up Describing the entrepreneurial culture & motivational factors # General attitudes of entrepreneur and risk-taking behavior # Why mobility is important Challenges & barriers to entrepreneurship mobility # Methods to manage the risk What is good communication, Art of communication, Body language, Active listening # Failure points in communication and barriers to effective communication # Basic selling skills to be possessed # Use the skills/techniques of personal selling, Show and Tell, and Elevator Pitch to sell effectively Basics of Project Evaluation: Risk Identification, Risk # Mitigation and Risk Management # Stakeholder Management # Sensitivity Analysis # Financial Viability – Profitability and

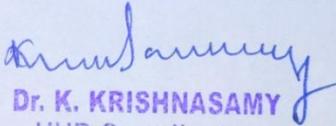
Sustainability # Competitors Landscape Revenue Streams to be articulated well # Highlight

Customer Segments and Growth Potential # Channels of Growth # Business model Features, Importance, Types of business environment # Factors affecting business environment # Customer identification and Value Proposition canvas for the identified MVP # Various feasibility analysis - Market, Technical, Financial # Understanding the customer # Lean Canvas for a successful venture

The programme was successfully ended with Faculties Feedback

**Feedback from participants:**

[https://docs.google.com/forms/d/1UV77i0Ck\\_r8b5WNx\\_pO4OjA-0n2-OOAqpYiIQ5uDZtc/prefill](https://docs.google.com/forms/d/1UV77i0Ck_r8b5WNx_pO4OjA-0n2-OOAqpYiIQ5uDZtc/prefill)

  
**Dr. K. KRISHNASAMY**  
HUD Coordinator  
EDII - AIEDP HUB  
Annamalai University



# Annamalai University

(Accredited with 'A' Grade by NAAC)



**ENTREPRENEURSHIP DEVELOPMENT AND INNOVATION INSTITUTE**

**ACADEMIC INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT PROGRAM HUB**

*Organizing*

***Faculty Development Program***

**Date: 23.03.2022 to 25.03.2022**

**Venue: Science Hi-Tech Hall**



***Welcome to All***





**ANNAMALAI UNIVERSITY**

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**DIRECTORATE OF TRAINING PLACEMENT AND ENTREPRENEURSHIP**

## **Inaugural Function**

**ENTREPRENEURSHIP DEVELOPMENT AND INNOVATION INSTITUTE  
&  
ACADEMIC INNOVATION & ENTREPRENEURSHIP DEVELOPMENT PROGRAM HUB**

Cordially invite you for the inaugural function of the

**FACULTY DEVELOPMENT PROGRAMME**

**( 23.03.2022 - 25.03.2022 )**

on Wednesday, 23<sup>rd</sup> March, 2022 at 10.00 a.m in the Science Hi-Tech Hall

### **Dr.P.VASANTHARANI**

Professor & Dean  
College Development Council  
Annamalai University  
has kindly consented to deliver the inaugural address

### **Dr.K.KRISHNASAMY**

Professor & Hub Coordinator  
AIEDP Hub - EDII  
Annamalai University  
has kindly consented to deliver the presidential address

### **Mr.A.ADARSH MITTAL**

Master Trainer - EDII , Chennai  
has kindly consented to Offer Felicitation

### **Mr.VIGNESH THANASELVAN**

Field Coordinatar  
AIEDP Hub - EDII  
Annamalai University

**All are Invited**



**ANNAMALAI UNIVERSITY**

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**DIRECTORATE OF TRAINING PLACEMENT AND ENTREPRENEURSHIP**

## **Valedictory Function**

**ENTREPRENEURSHIP DEVELOPMENT AND INNOVATION INSTITUTE**

&

**ACADEMIC INNOVATION & ENTREPRENEURSHIP DEVELOPMENT PROGRAM HUB**

Cordially invite you for the Valedictory function of the

**FACULTY DEVELOPMENT PROGRAMME**

( 23.03.2022 - 25.03.2022 )

on Friday, 25<sup>th</sup> March, 2022 at 3.00 p.m in the Science Hi-Tech Hall

**Dr.M.PRAKASH**

Controller of Examinations

Annamalai University

has kindly consented to deliver the Valedictory Address

**Dr.K.KRISHNASAMY**

Director & Hub Coordinator

DTP&E and AIEDP Hub - EDII

Annamalai University

has kindly consented to deliver the Presidential Address

**Mr.A.ADARSH MITTAL**

Master Trainer - EDII , Chennai

has kindly consented to offer Felicitation

**Dr.J.PADMANABAN**

Deputy Director , DTP&E

Annamalai University

has kindly consented to offer Felicitation

**Mr.VIGNESH THANASELVAN**

Field Coordinatar

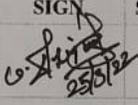
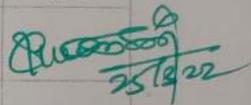
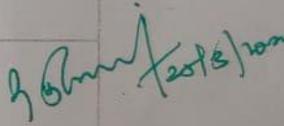
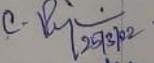
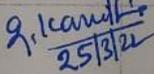
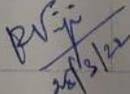
AIEDP Hub - EDII

Annamalai University

**All are Invited**

**Entrepreneurship Development and Innovation Institute - Chennai**  
**Academic Innovation and Entrepreneurship Development Programme Hub - Annamalai University**

**Faculty Development Programme on March 25 - 2022 Participants List**

SI No	COLLEGE	NAME	DESIGNATION	SIGN	SI No	NAME	DESIGNATION	SIGN
1	Sree Bhavani College of Arts and Science	RAMACHANDIRAN M	Assistant Professor	 25/3/22	32	Dr. K. BALAMURUGAN	Principal	 25/3/22
2	Government Arts and sciences College, Manalmedu, Mayiladuthurai district	Dr L.BALAMURUGAN	Assistant professor and Head					
3	SENTHIL COLLEGE OF EDUCATION	Dr.M.PANNEERSELVAM	PRINCIPAL		33	D.ANBAZHAGAN	Assistant Professor	
4	PSPT MGR GOVT ARTS AND SCIENCE COLLEGE	Dr.M.Thirunarayanassamy	Associate Professor and Head	 25/3/22	34	T.Kumar	Assistant Professor	 25/3/22
5	VIVEKANANDA COLLEGE OF ARTS AND SCIENCE FOR WOMEN	Dr. A. KAMATCHI	Assistant Professor of Commerce					
6	ARC Viswanathan college	Dr. C. Rajewari	Assistant professor of commerce	 25/3/22				
7	Government Arts College, Chidambaram	Dr.S.Kavitha	Assistant Professor	 25/3/22				
8	Manbumigu Dr puratchithalaivar M.G.R Govt Arts and Science College, Kattumannarkoil	Dr.R.saravanan	Director of physical education					
9	Valliammai Women's College of Arts and Science	Dr. R.Vijayaragavan	Assistant Professor	 25/3/22				

10	Sri Vinayaga college of arts and science	Dr. V. BALAMURUGAN	HEAD., PG & Research Dept of Biotechnology	35	Dr. A. Arunachalam	Head & Assistant professor in physics
11	ARIGNAR ANNA GOVT. ARTS COLLEGE	Dr. R. ASOKAN	Assistant professor of Tamil	36	Dr. M. SIVARAMAN	Assistant professor of Botany (plant science)
12	Best arts and science college Sirkali	Dr.V.UTHIRAPATHY. Ph.D.,	Assistant Professor			
13	Sri Vinayaga College of Arts and Science	Dr S. RAMPRASATH	Head of Commerce			
14	ST. THERESA'S ARTS AND SCIENCE COLLEGE FOR WOMEN	A.GEORGE	Head of the department,	37	K.Elavarasi	Asst. Prof.
15	Kaleimagal college of arts and science	Dr.R.Sangeetha	Asst.prof			
16	Dr. R.K. Shanmugam College of Arts and Science	Dr. Jayaseelan	Assistant Professor of Chemistry	38	Mr.M. Sakthivel	Assistant Professor Of Comp. science
17	Thiru Kolanjiappar Government Arts College, Vriddhachalam	Dr G Senthil Kumar	Assistant Professor and Head	39	Dr. M. Sivashanmugam	Assistant Professor
18	K.S.RAJA ARTS AND SCIENCE COLLEGE FOR WOMEN	Dr.M.KUPPAN	ASSISTANT PROFESSOR OF ECONOMICS			
19	Sri Sarada Mahavidyalayam Arts and Science College for Women, Ulundurpet	R. ARUNTHI	HOD, Business Administration	40	P. ANGAYARKKANNI	
20	Vivekananda college of Arts And science (W)	Santhalakshmi P	Assistant professor of commerce			

21	C. Kandaswami Naidu College for Women	S. Saranya	Assistant Professor, Department of English	S. L. [Signature]			
22	Krishnaswamy college of science arts and management for women Cuddalore	Dr.L.Anandhalakshmi	Associate professor in commerce	[Signature]	41	Mrs.R.Jothi	HOD in Computer Application [Signature]
23	Immaculate college for women, Cuddalore	MS.PRABAVATHY	Assistant Professor	R.P. [Signature]	42	Dr.V. ANNAPOORANI	Assistant professor [Signature]
24	Dr.S.Ramadoss Arts and Science college, priyavadavadi, Vridhachalam_60 6104.	Sathrukkan S	Asst. Prof.and head Dept. Of Commerce	[Signature]		Dr. K. Govindasamy	[Signature]
25	St. Ann's college of Arts and Science Co. Ed	Prof LOURDUSAMY	Assistant professor	[Signature]	43	Dr. Shanthi immaculate JACULIN. I.	Assistant professor [Signature]
26	DR.NAVALAR NEDUNCHEZHIAN COLLEGE OF ENGINEERING	M.KARUNAMOORTHY	ASSISTANT PROFESSOR		44	N.RAJASEKAR	ASSISTANT PROFESSOR
27	Dr. MGR Government Arts and Science College for Women Villupuram	Dr. V. PALANISAMY	Assistant Professor	V. Palanisamy [Signature]	45	Dr. S. Amanda Natarajan	Guest Lecturer [Signature]
28	St. Charles College of Arts and Science, Eraiyur	Gomathi J	Assistant Professor and Head, Computer Science	[Signature]	46	Leo Vinniston S VENNISTON	Assistant Professor [Signature]
29	Government arts and science College thiruvennaiallur	S.kavitha	Guest lecturer	[Signature]			
30	Joseph Arts and science college, Thirunavalur.	Dr. Mr.Santhosh kumar	Assistant Professor & Head	[Signature]	47	Ms.A.Pradeepa	Assistant Professor [Signature]



# பல்கலைக்கழகத்தில் சிறப்பு கருத்தரங்கம்

சிதம்பரம், மார்ச் 26 - தமிழக அரசின் தொழில் முனைவோர் மேம்பாடு மற்றும் புத்தாக்க நிறுவனம் மற்றும் அண்ணாமலை பல்கலைக்கழக தொழில் முனைவோர் மேம்பாடு மையம் சார்பில் சிறப்பு கருத்தரங்கம் நடந்தது.

அண்ணாமலை பல்கலைக்கழக உறுப்பு

கல்லூரிகளின் தொழில் முனைவோர் மேம்பாடு மைய ஒருங்கிணைப்பாளர்களுக்கு 3 நாள் சிறப்பு கருத்தரங்கம் அறிவியல் புல அரங்கில் நடந்தது. பல்கலைக் கழக உறுப்பு கல்லூரிகளின் வளர்ச்சி குழும முதல்வர் வசந்தராணி தலைமை தாங்கி துவக்கி வைத்தார். பயிற்சி, வேலைவாய்ப்பு மற்றும்

தொழில் முனைவோர் இயக்குனரக தலைமை இயக்குனர் கிருஷ்ணசாமி பங்கேற்றார்.

முதன்மை பயிற்சியாளர் அதர்ஷ் மிட்டல் பயிற்சியளித்தார். ஏற்பாடுகளை விக்னேஷ் தனசெல்வன், கள ஒருங்கிணைப்பாளர் பத்மநாபன் ஆகியோர் செய்திருந்தனர்.



■ அண்ணாமலை பல்கலைக்கழக உறுப்பு கல்லூரிகளின் தொழில் முனைவோர் மேம்பாட்டு மைய ஒருங்கிணைப்பாளர்களுக்கு சிறப்பு கருத்தரங்கம் நடந்தது.